

The early savage removed grime by harsh scouring



The refinement of civilization brought out that thorough cleanliness of teeth does not depend on harsh scouring

"Wash— DON'T SCOUR TEETH" Warns Modern Science

Your hands are soiled—do you clean them by *scraping* them with sand alone? Savages used to. But civilization substituted soap. Then cleansing came more quickly, more thoroughly, *without hurt*. WASHING IS SAFER than scouring, isn't it? Like the early savages, you today can take a gritty, soapless tooth paste and *scrape* clean the delicate enamel of your teeth. How much simpler—and safer—is the civilized method. By *washing* you don't wear away the long life of your teeth. To keep them sound and strong up-to-date dentists and physicians know

Your Teeth Need "WASHING"—Not Scouring. Here are Simple Tests that show if you are using the Right Tooth Paste:



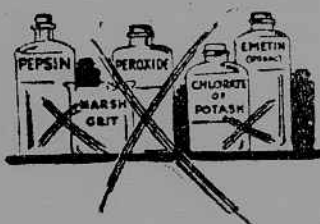
You wouldn't "grind" silverware

1 Anyone, even a little child, knows when his teeth or gums hurt. This sensitiveness often comes from brushing with a harsh, gritty soapless tooth paste. Suggestion—Try a gentle "washing" dental cream for three weeks. (A trial size of Ribbon Dental Cream will be sent you free on request.) If no improvement is noted you need to consult a dentist at once.

2 See if gold fillings look dull. If a scratchy, soapless tooth paste has dulled the gold, imagine what it does to enamel and delicate mouth tissues! Suggestion—Brightness can be restored in many cases if a "washing", non-scouring dental cream is tried for three weeks. (A trial size of Colgate's Ribbon Dental Cream will be sent you free on request.) If no improvement is noted you need to consult a dentist at once.

3 If "teeth are on edge" give up use of any "drugged" tooth paste. Return to a tooth cleanser safe to use every day because it "washes" scientifically—does not scour with soapless grit. (A trial size of Colgate's Ribbon Dental Cream will be sent you free.) If no improvement is noted, you need to consult a dentist at once.

4 A "druggy, medicine taste" in a tooth paste often discourages regular use of the tooth brush—especially among children. Suggestion—The unpleasant "druggy" or "acid" taste doesn't help clean. You can just as well use a safe, though dental cream that has a delicious flavor—one that makes tooth brushing a treat—not a task. A trial size of Colgate's Ribbon Dental Cream will be sent you free on request. Your own dentist will tell you using Colgate's twice a day will help preserve your teeth.



Modern science rejects "drugged" tooth pastes



More dentists prescribe Colgate's than any other dentifrice

COLGATE'S CLEANS TEETH THE RIGHT WAY "Washes"—Doesn't Scratch or Scour

Sensible in Theory. You can't beat common sense backed by modern science. Healthy saliva is practically neutral, sometimes slightly alkaline. Colgate's Ribbon Dental Cream is mildly alkaline, practically neutral, and cleanses without disturbing nature's balance. Avoid dentifrices that are strongly alkaline or appreciably acid. Colgate's helps to maintain the right mouth conditions.

Correct in Practice. Today scientific dentists know that harsh drugs and chemicals harm mouth tissues. Colgate's Ribbon Dental Cream does not contain them. Scientific dentists are also all agreed that the one essential to the preservation of teeth is thoroughly to clean them. It is better to get rid of food particles before they ferment than to try to combat the destructive fermentation after it sets in. Yet some makers of dentifrices, in place of cleansing agents that help to get the food particles out and prevent fermentation, substitute acids. These are said to stimulate a more alkaline saliva (it is in reality an irritation), and the alkaline saliva is said to neutralize the tooth-destroying acids which food fermentation produces.

But careful scientific investigation shows that any alkaline reaction produced by acid dentifrices lasts at most only a few

minutes. Such dentifrices, therefore, fail to accomplish what they claim, and whatever good they may accomplish is measured only by the cleansing they do and is limited by the omission from such dentifrices of the most effective cleansing agents.

Colgate's is made to clean, and to clean without injury. No false claims are made that it possesses any other virtue, but it does possess this in the highest degree, and in a higher degree than is possible in any dentifrice that is non-saponaceous.

COLGATE'S—The Double Action Dentifrice—(1) Loosens Particles (2) Emulsifies them so that they may be readily washed away. Brought into action on your teeth Colgate's fine, non-gritty calcium carbonate (precipitated chalk) loosens and emulsifies clinging particles, and directly polishes the enamel without injury to tooth structure or gums.

Then rinsing leaves the mouth in a healthy, normal condition practically free from materials that would gradually ferment and change to destructive acids. There is no better safe cleanser.

The most effective and trustworthy tooth cleanser for habitual use is one that offers the combined action of fine, non-gritty precipitated chalk and pure soap. Thus in Colgate's you get what modern science finds best: A Supercleanser.

Husky men like the thorough way Colgate's cleans the teeth

COLGATE'S cleans teeth thoroughly—no dentifrice does more. A LARGE Tube costs 25c—why pay more?



**CLEANS
TEETH
THE
RIGHT
WAY**

To make any of the four tests above a trial size of Colgate's Ribbon Dental Cream will be mailed to you without charge. Address Health Dept., Colgate & Co., 199 Fulton Street, New York City